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Audit Bureau of Circulations

AUDIT REPORT: Magazine

CHICAGO
Chicago, Illinois

CLASS, INDUSTRY OR FIELD SERVED: Active, well-educated, high-income residents of the Chicago Metropolitan Area concerned with the community's quality of life and seeking insight or guidance in diverse aspects of urban/suburban life.

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 1990:

Subscriptions:		
Individual:		122,828
Association:		54,241
Total Subscriptions:		177,069
Single Copy Sales:		22,659
AVERAGE TOTAL PAID CIRCULATION		199,728
Advertising Rate Base		200,000
Average Total Non-Paid Distribution	9,611	

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

Edition & number of issues		Edition & number of issues	
North/Northwest (12)	40,363	City (10)	57,082
West (3)	34,193		

2. PAID CIRCULATION BY ISSUES:

1989 Issue	Subscriptions	Single Copy Sales	Total Paid	1990 Issue	Subscriptions	Single Copy Sales	Total Paid
July	171,989	28,460	200,449	Jan.	176,551	25,232	201,783
Aug.	176,968	24,392	201,360	Feb.	184,885	15,921	200,806 ×
Sept.	176,864	22,281	199,145	Mar.	180,497	19,671	200,168
Oct.	175,549	20,077	195,626	Apr.	176,135	25,255	201,390 ×
Nov.	174,978	29,675	204,653	May	179,886	14,865	194,751 ×
Dec.	173,806	25,077	198,883	June	176,714	21,010	197,724

AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter Ended	1986	1987	1988	1989	1990
March 31		201,932	202,291	202,194	200,919
June 30		205,670	204,546	197,481	197,955
September 30	202,029	203,420	206,913	200,318	
December 31	200,802	204,325	204,960	199,721	

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 893 copies per issue deduction from paid circulation.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

April, 1991

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